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Are the Advertising Claims Made in Their Behalf Justified?

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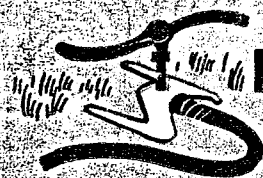
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JUNE 1952

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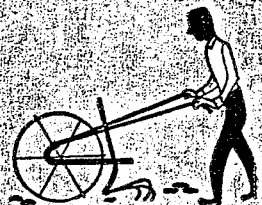


LAWN SPRINKLERS



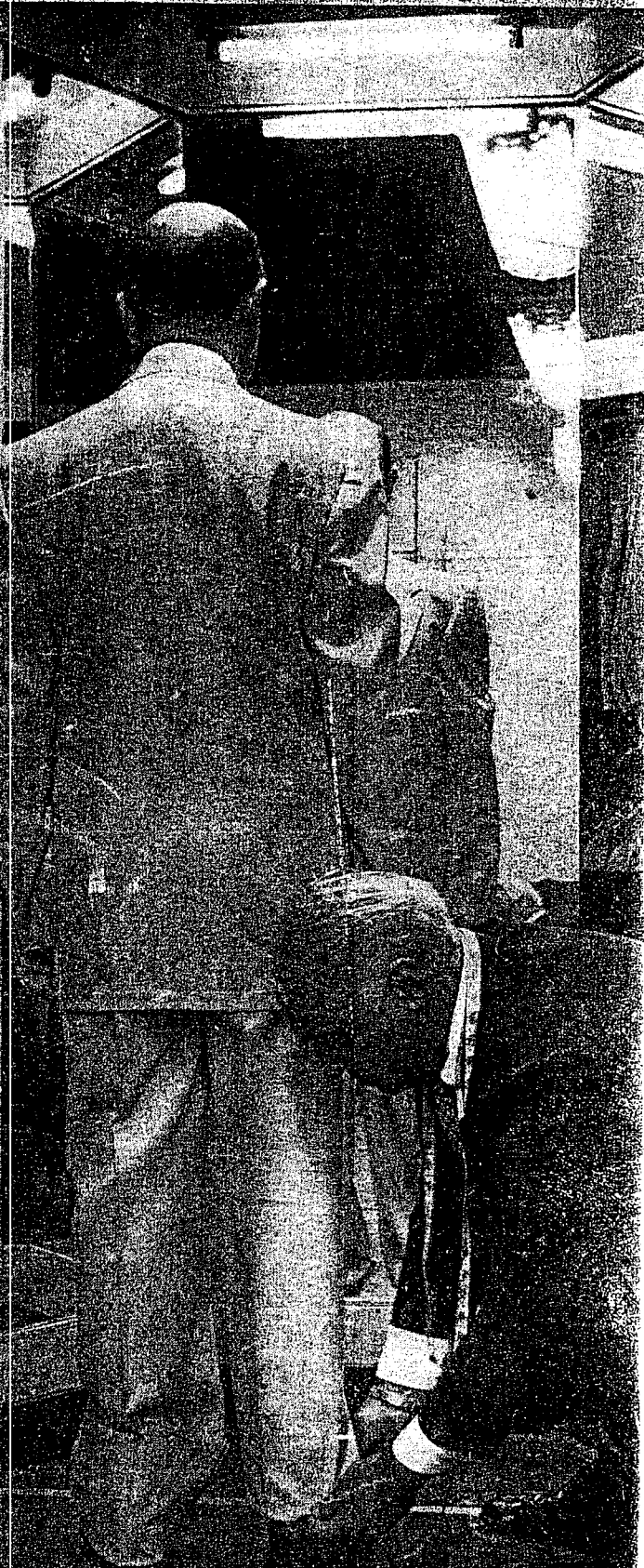
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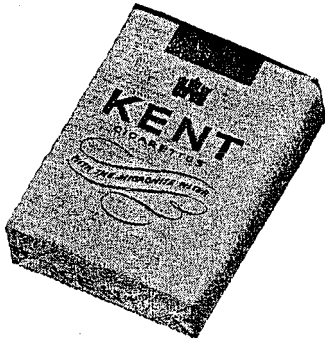
WHEEL HOES



A REPORT ON KENT CIGARETTES

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Kent cigarettes: Are the advertising claims made in their behalf justified?

If you live in New York City, Chicago, or Los Angeles, you will already have seen advertisements for *Kent* cigarettes, a new brand which P. Lorillard & Co. plans soon to promote on a nation-wide scale.

Kent cigarettes, according to these ads, are made with a "Micronite filter" developed by "researchers in atomic energy plants." This filter "takes out seven times more nicotine and tars than any other leading filter cigarette."

Because of the interest these advertisements have aroused, CU checked to see whether *Kents* actually live up to the claims. Tests were made to compare the amount of nicotine and tar* present in the smoke of *Kents* with that of six other cigarettes. Three of these—*Viceroy*, *Du Maurier*, and *Parliament*—were filter-tipped cigarettes. Included also were *Sano*, a denicotinized cigarette, and *John Alden*, a cigarette said to be made of special low-nicotine-content tobacco. For purposes of comparison, an ordinary cigarette, *Old Gold* (made by the makers of *Kent*) was included.

Two to six cigarettes of each brand were tested for nicotine and tar content. Each cigarette was fixed in a glass tube, somewhat as in a cigarette holder, and "smoked" by a mechanical apparatus which collected the smoke. The average smoker's rate of one puff a minute was simulated, each puff lasting about two seconds and containing about 35 cubic centimeters of smoke (a little more than two cubic inches). The nicotine and the tars were extracted from the smoke, and their quantity was determined.

Tests show significant differences in nicotine and tar content from cigarette to cigarette of the same brand. The figures in the table are averages for each brand, but in view of the differences between cigarettes and the small number of samples, the figures give only a rough indication of the relative standing of the brands listed. It is possible that tests of a large number of cigarettes of each brand would show that *Old Gold*, *Viceroy*, *Du Maurier* and *Parliament* all have about the same nicotine content; and the relationship of *Kent*, *John Alden* and *Sano* might be changed. However, it is clear that the *Kents* are very low in both nicotine and tar as compared with the regular brands of cigarettes tested.

What is the attraction of a cigarette whose smoke is low

in nicotine and tar? Apparently, the irritating and toxic effects of tobacco smoke are of concern to many smokers. Recently a third effect has been widely discussed in medical publications, that is, the possibility that heavy smoking contributes to the development of lung cancer.

Nicotine in amounts present in ordinary cigarettes has a definite constricting action on blood vessels. This action is particularly undesirable in persons with Buerger's disease and "peripheral arteriosclerosis." The tars normally present in cigarette smoke have some irritating effect on the mucous membranes of the upper respiratory tract and the lungs. Only extensive clinical tests can show whether the nicotine and tar content of *Kent* smoke is low enough so that *Kents* can be safely smoked by individuals with certain diseases, such as Buerger's disease and some types of stomach ulcer. It is doubtful that any physician will permit a patient with these disorders to smoke even a *Kent* type of cigarette. It is possible, however, that in other less serious conditions, a physician may feel that the reduced nicotine and tar content in *Kent* cigarettes recommends its use in place of the ordinary cigarette.

TABLE OF TEST RESULTS

Cigarette brand	Nicotine in smoke per cigarette (milligrams)	Tar content of smoke per cigarette (mg)
OLD GOLD	1.7	17
SANO	0.8	10
JOHN ALDEN	0.3	9
VICEROY	1.8	8
DU MAURIER	2.1	7
PARLIAMENT	2.4	6
KENT	0.5	2

Kent cigarettes have their drawbacks, however. Probably because of their filter, they require considerably more effort to draw on than do other cigarettes. Unless you make the extra effort, you will get a good deal less smoke with each puff than with other cigarettes. Some smokers who tried *Kents* complained that they were lacking in flavor. Perhaps this was because they were getting relatively little smoke in each puff. The price of *Kents* in New York City at the time of test was 31¢ per pack, compared with 22¢ per pack for the leading brands.

* "Tar" is variously defined in the technical literature. For purposes of comparison among the cigarettes, one of the definitions was adopted for use throughout the test.

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